

WHAT IS CLAIMED IS:

- 1 1. A method comprising:
2 receiving a request from a user to access a frequently asked questions (FAQ)
3 page;
4 retrieving account data for the user; and
5 selecting a set of questions to display to the user based on the account data.
- 1 2. The method of claim 1, further comprising formatting a set of
2 personalized answers to the set of questions using the account data.
- 1 3. The method of claim 2, wherein formatting a set of personalized
2 answers comprises selecting a first answer for a first question from a set of answers for the
3 first question.
- 1 4. The method of claim 2, wherein selecting a first answer comprises
2 determining a condition for the first answer is satisfied.
- 1 5. The method of claim 2, further comprising displaying the set of
2 questions and the set of personalized answers to the user.
- 1 6. The method of claim 5, further comprising:
2 before displaying the questions, determining an order for the set of questions
3 using the user data; and
4 wherein displaying the set of questions comprises displaying the set of
5 questions in the determined order.
- 1 7. The method of claim 2, wherein formatting a set of personalized
2 answers comprises formatting at least one question to display information specific to the user
3 by using the user account data.
- 1 8. The method of claim 1, wherein determining the set of questions .
2 comprises:
3 evaluating a condition for a first question, and
4 if the condition is satisfied, selecting the first question.

1 9. The method of claim 8, wherein the FAQ page is for a loan accelerator
2 program and wherein evaluating a condition comprises determining if the user repayment
3 schedule is a biweekly repayment schedule.

1 10. The method of claim 8, wherein the FAQ page is for a travel site and
2 wherein evaluating a condition comprises determining if the user has an upcoming trip.

1 11. The method of claim 8, wherein the FAQ page is for a online store and
2 wherein evaluating a condition comprises determining if the user has an outstanding order.

1 12. A method comprising:
2 receiving a request from a user to access a frequently asked questions (FAQ)
3 page;
4 retrieving account data for the user; and
5 formatting an answer to a question using the account data.

1 13. The method of claim 12, wherein formatting an answer comprises
2 selecting the answer from a set of answers for the question.

1 14. The method of claim 13, wherein selecting the answer comprises
2 determining a condition for the answer is satisfied using the account data.

1 15. The method of claim 14, wherein determining the condition for the
2 answer is satisfied comprises determining the user is eligible for a service.

3 16. The method of claim 12, wherein formatting an answer comprises
4 formatting the answer to insert a value obtained from the user account data.

1 17. The method of claim 12, further comprising displaying the question
2 and the formatted answer to the user.

1 18. A method comprising:
2 receiving a request from a user to access a frequently asked questions (FAQ)
3 page about a loan acceleration program;
4 retrieving account data for the user, the account data including a type of
5 repayment schedule for the loan acceleration program;

6 selecting a first question to display to the user based on type of repayment
7 schedule; and
8 selecting at least one additional question using the account data.

1 19. The method of claim 18, further comprising:
2 determining if the account data indicates the user is eligible for a service; and
3 selecting an answer for one of the questions from a set of answers based on the
4 determining.

1 20. The method of claim 18, further comprising formatting an answer to
2 one of the questions using the account data.

1 21. The method of claim 20, wherein formatting an answer comprises
2 inserting a payment amount paid by the user into the answer.

1 22. The method of claim 18, further comprising if the account data
2 indicates a recent change to the account, selecting a second question related to the change to
3 display to the user.

1 23. The method of claim 22, further comprising ordering the second
2 question to be displayed before the first question and the additional question.

1 24. A system comprising:
2 a first set of data containing a plurality of questions;
3 a second set of data containing account data for a plurality of users;
4 and
5 logic, communicatively coupled to the first set of data and the second
6 set of data, the logic to receive a request from a user to access a frequently asked questions
7 (FAQ) page, to retrieve from the second set of data the account data for the user, and to select
8 a group of questions from the first set of data to display to the user based on the account data
9 for the user.

1 25. The system of claim 24, further comprising a third set of data
2 containing a plurality of answers, wherein each of the answers is associated with at least one
3 of the questions and each of the questions is associated with one or more answers.

1 26. The system of claim 25, wherein the logic selects an answer to one of
2 the group questions, based on the account data for the user, from a plurality of answers
3 contained in the third set associated with the group question.

1 27. The system of claim 25, wherein the logic formats an answer to one of
2 the group questions by inserting data obtained from the account data for the user into the
3 answer.

1 28. The system of claim 24, further comprising a display mechanism to
2 display the group of questions.